

ASSIGNMENT 4

Textbook Assignment: Chapter 6, pages 6-1 through 6-30.

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| <p>4-1. Which of the following prospecting methods allows a recruiter to contact the most prospects in the least amount of time?</p> <ol style="list-style-type: none"> 1. Telephone 2. Referral 3. PDCing 4. Advertising | <p>4-7. If the prospect wants to make an appointment several days away, which of the following actions should a recruiter take?</p> <ol style="list-style-type: none"> 1. Make the appointment and send a brief reminder note or postcard 2. Make the appointment and call the prospect daily until the appointment date 3. Refuse to schedule the appointment more than 2 days in advance 4. Schedule another appointment for the same time |
| <p>4-2. Random phone calls through stacks of prospect cards normally produces which of the following results?</p> <ol style="list-style-type: none"> 1. Quality prospects 2. Increased production 3. Frustration and failure 4. Dedication and persistence | <p>4-8. Receiving objections to phone prospecting requests for appointments is a failure on the recruiter's part.</p> <ol style="list-style-type: none"> 1. True 2. False |
| <p>4-3. Select the purpose of a phone contact.</p> <ol style="list-style-type: none"> 1. Sell the Navy 2. Sell programs 3. Sell yourself 4. Sell military training | <p>4-9. Which of the following methods should be used to evaluate a recruiter's phone technique?</p> <ol style="list-style-type: none"> 1. Role playing 2. Activity analysis 3. Listening when they are phone prospecting 4. Asking some of their prospects how they thought the phone calls sounded |
| <p>4-4. Identifying yourself as a Navy representative should be done at what point in your phone prospecting?</p> <ol style="list-style-type: none"> 1. After an appointment is made 2. After the courtesy statement 3. When the caller asks 4. At the beginning | <p>4-10. When a prospect declines an appointment over the telephone, which of the following techniques will leave the door open for future contacts?</p> <ol style="list-style-type: none"> 1. Make the contact as brief as possible 2. Tell the prospect about Navy opportunities over the telephone 3. Let the prospect know that people's plans do change 4. Ask for referrals |
| <p>4-5. What is the purpose of the courtesy statement?</p> <ol style="list-style-type: none"> 1. To remove one for phone rejection 2. To establish initial rapport with the prospect 3. Both 1 and 2 above 4. Create interest in the Navy | <p>4-11. If a recruiter does not feel certain about an appointment, which of the following steps should be taken?</p> <ol style="list-style-type: none"> 1. Schedule another appointment in the area 2. Ask a DEP member to talk to the prospect before the appointment 3. Send or telephone a reminder 4. All of the above |
| <p>4-6. To decrease no-show rates, recruiters should make appointments in which of the following locations?</p> <ol style="list-style-type: none"> 1. NRS only 2. Applicant's home only 3. A location centrally located for the recruiter and the prospect 4. A location convenient for the prospect | |

- 4-12. Which of the following factors is most important in referral prospecting?
1. How you ask for referrals
 2. Who you ask for referrals
 3. The number you require DEP members to provide
 4. The amount of blueprinting that is known prior to the contact
- 4-13. *Who Do You Know* sheets should be used in which of the following ways?
1. Have DEP members fill in as many as possible
 2. Use a few of the descriptions at a time
 3. Ask the DEP member to answer all the questions
- 4-14. Every interview should end with which of the following actions?
1. Close
 2. Set a follow-up appointment
 3. Document blueprinting information
 4. Ask for referrals
- 4-15. The recruiting assistance leave program allows participants to receive what maximum number of days of nonchargeable leave to help recruiters?
1. 4
 2. 5
 3. 10
 4. 12
- 4-16. The HARP allows participants to return to their hometown to help recruiters for what specific period of time?
1. 5 days
 2. 10 days
 3. 12 days
 4. 30 days
- 4-17. Which of the following personnel should be eligible for HARP participation?
1. A 20-year-old FN whose leave address is 45 miles from the nearest recruiting station
 2. A 25-year-old BM2 whose leave address is 35 miles from the nearest recruiting station
 3. A 20-year-old ET3 whose leave address is 20 miles from the nearest recruiting station
 4. A 21 -year-old non-high school graduate who attended school in a state different from the leave address
- 4-18. The Navy recruiting district may authorize HARP members to operate government vehicles.
1. True
 2. False
- 4-19. The SEMINAR program is designed to fulfill which of the following purposes?
1. Assist in minority recruiting and enhance the Navy's image in minority communities
 2. Provide a respite for minority members to return to their hometowns
 3. Provide public speakers to community groups
 4. Conduct conferences for minority educators
- 4-20. SEMINAR is performed in conjunction with which of the following types of orders?
1. Leave
 2. Temporary additional duty
 3. Permanent change of station
 4. Special duty
- 4-21. When asking for referrals, which of the following techniques should you use?
1. Ask for names of people who should join the Navy
 2. Paint a picture of the type of individual you are looking for
 3. Be vague about enlistment qualifications
 4. Promise not to mention the source
- 4-22. To continue getting referrals from a COI, you should complete which of the following actions?
1. Follow up immediately
 2. Provide feedback
 3. Give timely recognition
 4. All of the above
- 4-23. Leads generated from local advertising are processed through which of the following offices?
1. NRD LTC
 2. NOIC
 3. NALTS
 4. LEADS
- 4-24. Lead feedback sheets should be returned to the LTC within what maximum period of time?
1. 5 working days
 2. 10 working days
 3. 15 working days
 4. 30 working days

- 4-25. The Enlisted LTC Production Report provides which of the following information?
1. Number of leads sent for the week, month, and year to date
 2. Name and phone number of all leads sent during the previous week
 3. PRO-Navy referrals sent during the previous month
 4. All ads, run dates, and cost for the month
- 4-26. NOIC prescreens leads for recruiters including which of the following blueprinting?
1. Name, address, and phone number
 2. Age, education, and interests
 3. Age, education, and health
 4. Complete blueprinting
- In answering questions 4-27 through 4-30, select the answer most accurately defined in each question.
- 4-27. A management tool designed to measure and improve nationally produced leads.
1. NOIC
 2. NALTS
 3. LEADS
 4. NET
- 4-28. A computerized lead fulfillment system that answers prospect inquiries.
1. NOIC
 2. NALTS
 3. LEADS
 4. NET
- 4-29. Listing of all eligible leads sent to NRSs for the week and a listing of overdue, delinquent, and force-closed leads.
1. NOIC weekly dispatch report
 2. LTC production report
 3. NALTS executive summary
 4. NALTS ranking report
- 4-30. Management report showing the performance of each station, district, and Area in following up national leads.
1. NOIC weekly dispatch report
 2. LTC production report
 3. NALTS executive summary
 4. NALTS monthly leads status report
- 4-31. If a recruiter is timid about PDCing, which of the following methods should you suggest to make the recruiter more comfortable?
1. Friend-finding
 2. Team PDCing
 3. Both 1 and 2 above
 4. Forced PDCing
- 4-32. PDCing can best be described by which of the following definitions?
1. A method of prospecting an individual with whom the recruiter initiates conversation to determine whether or not he or she is a candidate for the Navy
 2. A method of prospecting to be used during itineraries
 3. A method of prospecting that allows recruiters to meet prospects face-to-face and discuss Navy eligibility
 4. A method of prospecting that requires the use of the appointment power script
- 4-33. Which of the following categories is NOT included in BEERS?
1. Citizenship
 2. Name
 3. Dependency
 4. Employment
- 4-34. What is the maximum age for enlistment?
1. 24
 2. 30
 3. 34
 4. 35
- In answering questions 4-35 through 4-39, select the graduate or nongraduate that is most accurately defined in each question.
- 4-35. Attended and completed a 12-year/grade day program of classroom instruction and has a locally issued diploma.
1. High school diploma graduate
 2. High school graduate
 3. Nonhigh school graduate

- 4-36. Awarded a secondary school diploma for completing an attendance-based adult education program.
1. High school diploma graduate
 2. High school graduate
 3. Nonhigh school graduate
- 4-37. Awarded a state-issued diploma based on a certificate of completion from high school.
1. High school diploma graduate
 2. High school graduate
 3. Nonhigh school graduate
- 4-38. Awarded a high school diploma from a home study school that is accredited by the Accrediting Commission of the National Home Study Council.
1. High school diploma graduate
 2. High school graduate
 3. Nonhigh school graduate
- 4-39. Did not graduate from high school but completed 10 credit hours at a local community college.
1. High school diploma graduate
 2. High school graduate
 3. Nonhigh school graduate
- 4-40. Married applicants for enlistment in pay grades E-1 through E-3 should have no more than what specific number of dependents to be eligible without a waiver?
1. One
 2. Two
 3. Three
 4. Four
- 4-41. Non-married applicants who have dependents, but who do not have custody are considered eligible for enlistment provided which of the following conditions exist?
1. They do not have more than one dependent and are not contributing to the support of more than one individual
 2. Definite legal custody of the dependent has been awarded to a former spouse, parent, or another adult by court order
 3. Both 1 and 2 above
 4. They do not claim the individual as a dependent
- 4-42. The drug and alcohol waiver matrix divides drug abuse into which of the following categories?
1. Marijuana, stimulants, depressants, and narcotics
 2. Marijuana and stimulants, depressants, and narcotics
 3. Alcohol, marijuana, stimulants and depressants, narcotics, hallucinogenic, or psychedelic drugs
 4. Alcohol, marijuana, hallucinogenic, and non-hallucinogenic drugs
- 4-43. Final determination of an applicant's physical qualifications for enlistment should be made at which of the following times?
1. When the recruiter completes blueprinting
 2. When the applicant completes the Medical Pre-screening Form
 3. After the MEPS physical
 4. After classification
- 4-44. All Navy programs have the same physical qualification requirements.
1. True
 2. False
- 4-45. Which of the following concepts should be used in waiver considerations?
1. Whole person
 2. Potential for success
 3. Current attitude
 4. Determination
- 4-46. The single most important aspect of a waiver request is which of the following elements?
1. The recruiter's recommendation
 2. The commanding officer's recommendation
 3. The background information
 4. The applicant's statement

- 4-47. The law of psychological reciprocity can best be described by which of the following statements?
1. All people have four basic wants and needs in life
 2. A basic understanding of the psychological aspects of behavior is important to recruiting success
 3. If we give our prospects credit for their intelligence, they are mentally and morally bound to give us credit for ours
 4. If we give our prospects credit for what they already know about the Navy, we can shorten the interview time
- 4-48. Which of the following wants are basic to all people?
1. Live and be healthy, love and be loved, feel important, and a little variety
 2. Live and love, feel rewarded, be challenged, and a little variety
 3. Love and be loved, be needed, have food and shelter
 4. Food, shelter, happiness, and security
- 4-49. When a person's survival and security needs are met, which of the following needs emerge?
1. Growth
 2. Ego
 3. Social
 4. Professional
- 4-50. Each person has a different measure of his or her own growth needs.
1. True
 2. False
- 4-51. Which of the following qualities must the professional Navy recruiter balance for success?
1. Assertiveness and care
 2. Drive and empathy
 3. Motivation and drive
 4. PMA and confidence
- 4-52. Professional recruiters build their circle of success from which of the following ingredients?
1. Product knowledge, selling skills, and selling attitude
 2. Selling skills, PMA, and DBMs
 3. The sales script, enthusiasm, and confidence
 4. Drive, empathy, and enthusiasm
- 4-53. A selling attitude includes the recruiter's attitude about which of the following aspects?
1. Themselves
 2. Other people
 3. The job
 4. All of the above
- 4-54. PMA is the result of which of the following characteristics?
1. Confidence and enthusiasm
 2. Confidence and drive
 3. Attitude and skills
 4. Attitude and enthusiasm
- 4-55. What two factors contribute to a recruiter's confidence?
1. Knowing Navy programs and benefits
 2. Selling skills and attitudes
 3. Knowing their product and believing their product will benefit the applicant
 4. Knowing how to use sales skills and analyzing successes and failures
- 4-56. Selling is a step-by-step mechanical procedure.
1. True
 2. False
- 4-57. Select the best definition for blueprinting.
1. Fact-finding, before and during your interview
 2. Finding the applicant's want, need, and DBM
 3. Reviewing the applicant's enlistment eligibility
 4. Asking open-ended questions during the interview process
- 4-58. Select the best definition for DBM.
1. The logical reason that will cause your prospect to buy
 2. The fulfillment of career goals
 3. The number one emotional impulse that will cause your prospect to buy
 4. The logic behind the want and need
- 4-59. Of the following goals, which could be considered as a DBM?
1. A new car
 2. A job in electronics
 3. Financial security
 4. A college degree

- 4-60. What percentage of a buying decision is based on a logical reason?
1. 10 percent
 2. 15 percent
 3. 20 percent
 4. 25 percent
- 4-61. You ask a prospect what he wants in life. He tells you he wants a secure future. Which of the following conclusions should you make?
1. Accept that response as the prospect's want and go on to find his need
 2. Tell him that is not quite what you're looking for
 3. Ask what he feels would give him a secure future
 4. Forget about the want and build your presentation solely on a secure future
- 4-62. Prospects sometimes respond with answers they feel are expected instead of their true desires.
1. True
 2. False
- 4-63. What is the purpose of the conversation step of the sale?
1. To get the prospect liking the Navy
 2. To get the prospect listening to and liking you
 3. To alleviate any concerns the prospect may have
 4. To make the prospect want to hear more
- 4-64. Your first goal in the conversation step should be to accomplish which of the following actions?
1. Set rapport
 2. Complete blueprinting
 3. Fill in the prospect card
 4. Make the prospect curious
- 4-65. Which of the following steps is missed by more sales people than any other?
1. Conversation
 2. Curiosity
 3. Conviction
 4. Desire
- 4-66. Which of the following purposes is filled by a verbal bridge?
1. To provide a smooth flow of conversation from one step to another
 2. To make a clear separation of the steps of the sale
 3. To make the prospect hungry to hear more
 4. To help the recruiter to memorize the steps
- 4-67. Select the verbal bridge used to make the transition from conversation to curiosity.
1. The reason I mention this, we have a way for you...
 2. Based on what you told me and provided you qualify ...
 3. Obviously you have a reason...
 4. Just supposing for a moment...
- 4-68. Of the following verbal bridges, which should NOT be used to transit from curiosity to conviction?
1. Based on what you told me...
 2. For example,...
 3. You mentioned earlier...
 4. Which means to you...
- 4-69. Which of the following statements represents the best technique for building a benefits package?
1. Only tell the prospect enough to raise his or her curiosity
 2. Tell the prospect every benefit that you can think of relating to his or her DBM
 3. Give enough information to prove your supportive claim
 4. Hold back on the best benefits in case you need them later
- 4-70. What is the purpose of using evidence in a sales presentation?
1. To increase rapport
 2. To add credibility to your words
 3. To take the place of the unit of conviction
 4. To make the recruiter sound more knowledgeable
- 4-71. What are the four types of evidence?
1. RADs, testimonies, stories, and analogies
 2. RADs, letters, pictures, and pamphlets
 3. Letters, pictures, and stories
 4. Personal stories, testimonies, and letters

4-72. Recognizing a prospect's buying signals can shorten the sale by as much as what percent?

1. 10 percent
2. 25 percent
3. 50 percent
4. 75 percent

4-73. Of the following signs, which should be considered a positive buying signal?

1. Stroking the chin
2. Rubbing the nose
3. Crossing the arms
4. Pulling on an ear

4-74. The secret to closing is knowing which of the following techniques?

1. How to
2. When to
3. Why
4. Which close to use

4-75. The close lets a prospect know which of the following events have taken place?

1. The recruiter is done
2. He or she has bought
3. Rapport has been interrupted
4. Objections have been overcome